

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

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TO: Arun Sinha
FROM: Karen Miller
SUBJECT: Basic Test Initiatives

DATE: June 22, 1995

After meeting with you and reviewing each of the visibility test initiatives* that Basic has planned for 7/17 - 8/13, the following outlines my recommendation for developmental research on these initiatives.

I realize the importance of these tests, and therefore recommend that we conduct some in-depth telephone interviews with sales clerks/store owners in the establishments where tests 1 - 5 are running. These would be conducted by an outside moderator and would explore the store personnel's impressions of the tests in terms of generating talk value, increased attention from consumers, etc. They would be conducted the week of 7/24 and would cost about \$12,000 (not budgeted so you would have to assume the cost).

Additionally, I've given a lot of thought to consumer research on these initiatives, and truly believe that the only case in which could provide added value is #6 - the bar program. It would require sending two interviewers to Bangor to actually talk to consumers at the bars. If we have Amy and one outside interviewer conduct these interviews the cost associated with them is \$5000 plus out of pocket expenses. (also not budgeted)

Finally, on another topic, you had also asked us to do qualitative research in Charlotte on Basic, GPC and Doral. We've put a hold on Pat Cahill for August 8 and 9 for that qualitative, and if we go ahead with it, since Charlotte is one of the markets for test 3, we'll go visit some of the stores to see what's happening.

As we've discussed, I do not believe that there is any primary research which will enable us to determine success/failure of each of the initiatives. Nor do I recommend conducting any sort of quantitative consumer research which would be costly and still would not yield definitive answers.

cc: D. Beran
J. Bonhomme
A. Friedland
E. Gee
N. Nicholes
L. Schwartz
R. Whalen

* See attached

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